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IN RE PATENT APPLICATION OF:

WARWICK

TITLE: **DIGITAL AUDIO BROADCAST SYSTEM WITH LOCAL INFORMATION**

February 19, 2003

APPEAL BRIEF

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Technology Center 2600

Director of U.S. Patent and Trademark Office
Washington, D.C. 20231

Sir:

The Applicant submits herewith the following Appeal Brief in triplicate as required by 37 C.F.R. § 1.192.

(1) **REAL PARTY IN INTEREST**

The real party in interest is Agere Systems Inc.

(2) **RELATED APPEALS AND INTERFERENCES**

The Applicant and their legal representatives and assignee are not aware of any other appeals or interferences that will directly affect or be directly affected by or have a bearing on the Board's decision in the appealing appeal.

(3) **STATUS OF THE CLAIMS**

Claims 1, 3-15, 17-22, 24, 25, 27-29 and 31-33 remain pending in the application. Claims 1, 3-15, 17-22, 24, 25, 27-29 and 31-33 stand rejected.

(4) STATUS OF ANY AMENDMENT FILED SUBSEQUENT TO FINAL REJECTION

The Applicant has not filed any amendment after the final rejection.

(5) SUMMARY OF THE INVENTION

The present invention is directed to a system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel. A plurality of local broadcast identifying codes are each associated with a respective one of the plurality of local content source information streams. A formatting module is adapted to insert the plurality of local broadcast identifying codes into respective ones of the plurality of local content source information streams. A transmitter is adapted to transmit data packets each containing at least one of the plurality of local broadcast identifying codes and a portion of one of the plurality of local content source information streams.

The present invention allows the transmission of information relevant to particular locations without wasting valuable channels, and without the potential for causing confusion to users receiving local information intended for access by receivers in another locality.

(6) CONCISE STATEMENT OF THE ISSUES PRESENTED FOR REVIEW

(A) Whether claims 1, 3-15, 17-22, 24, 25 and 27-33 are obvious under 35 U.S.C. §103(a) over Schmidt et al. U.S. Patent No. 6,160,585 ("Schmidt") in view of Kostreski et al. U.S. Patent No. 5,729,825 ("Kostreski").

(7) WHETHER THE CLAIMS STAND OR FALL TOGETHER

Group I: Claims 1 and 3-10 stand or fall together because each includes the following distinctive features:

- (1) a plurality of local content source information streams;
- (2) a plurality of local broadcast identifying codes each associated with a respective one of said plurality of local content source information streams;

- (3) a formatting module adapted to insert said plurality of local broadcast identifying codes into respective ones of said plurality of local content source information streams; and
- (4) a digital radio transmitter adapted to transmit data packets each containing at least one of said plurality of local broadcast identifying codes and at least a portion of one of said plurality of local content source information streams; wherein at least one of said plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by said transmitter.

Group II: Claims 11-15 and 17 stand or fall together because each includes the following distinctive features:

- (1) associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and
- (2) transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes; wherein at least one of said plurality of unique local broadcast identifying codes are included in respective header portions of said data packets.

Group III: Claims 18-22 and 24 stand or fall together because each includes the following distinctive features:

- (1) means for associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and
- (2) means for transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality

of content information streams and an associated one of said plurality of unique local broadcast identifying codes; wherein said means for transmitting includes means for including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

Group IV: Claims 25, 27 and 28 stand or fall together because each includes the following distinctive features:

- (1) a local audio content source;
- (2) a module adapted to packetize said local audio content source;
- (3) a local broadcast identifying code storage element; and
- (4) a processor adapted to insert a local identifying code obtained from said local broadcast identifying code storage element into each data packet containing at least a portion of said local audio content source;

wherein said processor is further adapted to insert said local identifying code into a header portion of each data packet.

Group V: Claims 29 and 31-33 stand or fall together because each includes the following distinctive features:

- (1) monitoring said common channel for a local audio transmission associated with a geographic location of a receiver;
- (2) playing back said local audio content source information stream if a monitored local audio transmission is associated with said geographic location of said receiver;
- (3) storing a unique local broadcast identifying code associated with said geographic location of said receiver;
- (4) said monitoring including a search of detected data packets for said unique local broadcast identifying code contained therein corresponding to a transmission associated with said geographic location of said receiver.

(8) **ARGUMENTS WITH RESPECT TO THE ISSUES PRESENTED FOR REVIEW**

- (A) Claims 1 and 3-10 are not obvious under 35 U.S.C. §103(a) over Schmidt in view of Kostreski.

All rejected claims 1 and 3-10 require a digital radio transmitter adapted to transmit data packets each containing at least one of a plurality of local broadcast identifying codes and at least a portion of one of the plurality of local content source information streams and at least one of the plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by the transmitter.

Schmidt appears to teach the use of a time division format, wherein the normal or baseline video is received continuously by all receivers, while only select data or information is decoded and stored by specific receivers (Schmidt, col. 2, lines 19-22). Based on a selection programmed into a receiving unit 100, Video Processing Equipment (VPE) 108 at the receiving end selects one of the addressable video segments 60 (Schmidt, col. 4, lines 19-27).

The Examiner correctly acknowledged that Schmidt fails to teach packetizing an information stream, wherein at least one of a plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by a transmitter. However, the Examiner relies on Kostreski to allegedly make up for the deficiencies in Schmidt to arrive at the claimed invention. The Applicant respectfully disagrees.

Kostreski appears to teach a cellular system for distributing a plurality of television programs in a desired service area (Abstract). A plurality of spaced transmitting antennas are disposed substantially on the peripheries of adjacent cells disposed in a service area (Kostreski, Abstract). Packetized data transmitted from the antennas includes a packet header section (Kostreski, col. 11, lines 1-2). The packet header includes a thirteen bit program identification (PID) number identifying transport packets with a program or a source from which they originate (Kostreski, col. 11, lines 3-12).

Kostreski's header contains code identifying a television program or source from which the data packet originates. Kostreski's fails to teaches any

type of code within a digital radio's transmission identifying a locality of the associated data packet. A cellular system for distributing a header code to identify a television program or source from which the data packet originates is NOT a digital radio transmitter transmitting a header containing a local identifying code, as claimed by claims 1 and 3-10.

The Office Action states that the Examiner did not use the PID taught by Kostreski to combine with Schmidt to arrive at the claimed invention, but the Examiner "implements the method of packetizing and inputting identifying code into packet for sharing bandwidth and protecting information data stream in free space." The Examiner implemented Kostreski into Schmidt to "show that an information data stream can be packetized and in the packet header contains an identifying code, which is for many purposes such as local ID code, program or source codes. The Applicant respectfully disagrees.

The Examiner relies on Kostreski, that teaches placing television source information in a header, to suggest Applicant's invention of placing digital radio local identifying code in a header. The Examiner's reasoning is misguided. Kostreski's system is unconcerned with, and therefore can not suggest placing digital radio local identifying code sent with a transmission. Kostreski's recipients are all intended to receive the same transmission. Placing local identifying code in Kostreski's header would serve no purpose to the system's functionality.

Kostreski fails to disclose, teach, or suggest a digital radio transmitter adapted to transmit data packets each containing at least one of a plurality of local broadcast identifying codes and at least a portion of one of the plurality of local content source information streams and at least one of the plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by the transmitter, as discussed above. Further, Schmidt fails, as noted by the Examiner, to teach or suggest placing a local identifying code in a header of a data packet. Any suggestion of placing a digital radio local identifying code in a header of a data packet is at best improper hindsight. Recognizing a fact from the present application, without suggestion thereof by the prior art is an indication of hindsight consideration. Hindsight is not a proper

criteria for resolving obviousness. In re Warner, 379 F. 2d 1011, 154 USPQ 173 (CCPA 1967).

It is respectfully submitted that not only does this rejection fail on its face, and thus is improper, but also in light of the above comments its clear that Schmidt in view of Kostreski does not render obvious any of claims 1 and 3-10. Thus, the rejection of claims 1 and 3-10 under 35 U.S.C. § 103(a) is improper and should be reversed.

(B) Claims 11-15 and 17 are not obvious under 35 U.S.C. §103(a) over Schmidt in view of Kostreski.

All rejected claims 11-15 and 17 require transmitting a digital radio signal over a common channel, the digital radio signal comprising a plurality of data packets each containing one of a plurality of content information streams and an associated one of a plurality of unique local broadcast identifying codes included in respective header portions of the data packets.

Schmidt appears to teach the use of a time division format, wherein the normal or baseline video is received continuously by all receivers, while only select data or information is decoded and stored by specific receivers (Schmidt, col. 2, lines 19-22). Based on a selection programmed into a receiving unit 100, Video Processing Equipment (VPE) 108 at the receiving end selects one of the addressable video segments 60 (Schmidt, col. 4, lines 19-27).

The Examiner correctly acknowledged that Schmidt fails to teach packetizing an information stream, wherein at least one of a plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by a transmitter. However, the Examiner relies on Kostreski to allegedly make up for the deficiencies in Schmidt to arrive at the claimed invention. The Applicant respectfully disagrees.

Kostreski appears to teach a cellular system for distributing a plurality of television programs in a desired service area (Abstract). A plurality of spaced transmitting antennas are disposed substantially on the peripheries of adjacent cells disposed in a service area (Kostreski, Abstract). Packetized data transmitted from the antennas includes a packet header section (Kostreski, col.

11, lines 1-2). The packet header includes a thirteen bit program identification (PID) number identifying transport packets with a program or a source from which they originate (Kostreski, col. 11, lines 3-12).

Kostreski's television header contains code identifying a program or source from which the data packet originates. Kostreski's fails to teaches any type of code within a header identifying a locality of the associated data packet. A television header containing code to identify a program or source from which the data packet originates is NOT a digital radio signal transmitted over a common channel containing a header containing a local identifying code, as claimed by claims 11-15 and 17.

The Office Action states that the Examiner did not use the PID taught by Kostreski to combine with Schmidt to arrive at the claimed invention, but the Examiner "implements the method of packetizing and inputting identifying code into packet for sharing bandwidth and protecting information data stream in free space." The Examiner implemented Kostreski into Schmidt to "show that an information data stream can be packetized and in the packet header contains an identifying code, which is for many purposes such as local ID code, program or source codes. The Applicant respectfully disagrees.

The Examiner relies on Kostreski, that teaches placing source information in a header, to suggest Applicant's invention of placing local identifying code in a header. The Examiner's reasoning is misguided. Kostreski's system is unconcerned with, and therefore can not suggest placing local identifying code sent with a transmission. Kostreski's recipients are all intended to receive the same transmission. Placing local identifying code in Kostreski's header would serve no purpose to the system's functionality.

Kostreski fails to disclose, teach, or suggest transmitting a digital radio signal over a common channel, the digital radio signal comprising a plurality of data packets each containing one of a plurality of content information streams and an associated one of a plurality of unique local broadcast identifying codes included in respective header portions of the data packets. Further, Schmidt fails, as noted by the Examiner, to teach or suggest placing a local identifying code in a header of a data packet. Any suggestion of placing a digital

radio local identifying code in a header of a data packet is at best improper hindsight. Recognizing a fact from the present application, without suggestion thereof by the prior art is an indication of hindsight consideration. Hindsight is not a proper criteria for resolving obviousness. In re Warner, 379 F. 2d 1011, 154 USPQ 173 (CCPA 1967).

It is respectfully submitted that not only does this rejection fail on its face, and thus is improper, but also in light of the above comments its clear that Schmidt in view of Kostreski does not render obvious any of claims 11-15 and 17. Thus, the rejection of claims 11-15 and 17 under 35 U.S.C. § 103(a) is improper and should be reversed.

- (C) Claims 18-22 and 24 are not obvious under 35 U.S.C. §103(a) over Schmidt in view of Kostreski.

All rejected claims 18-22 and 24 require a means for transmitting a digital radio signal over a common channel, the digital radio signal comprising a plurality of data packets each containing one of a plurality of content information streams and an associated one of a plurality of unique local broadcast identifying codes included in respective header portions of the data packets.

Schmidt appears to teach the use of a time division format, wherein the normal or baseline video is received continuously by all receivers, while only select data or information is decoded and stored by specific receivers (Schmidt, col. 2, lines 19-22). Based on a selection programmed into a receiving unit 100, Video Processing Equipment (VPE) 108 at the receiving end selects one of the addressable video segments 60 (Schmidt, col. 4, lines 19-27).

The Examiner correctly acknowledged that Schmidt fails to teach packetizing an information stream, wherein at least one of a plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by a transmitter. However, the Examiner relies on Kostreski to allegedly make up for the deficiencies in Schmidt to arrive at the claimed invention. The Applicant respectfully disagrees.

Kostreski appears to teach a cellular system for distributing a plurality of television programs in a desired service area (Abstract). A plurality of

spaced transmitting antennas are disposed substantially on the peripheries of adjacent cells disposed in a service area (Kostreski, Abstract). Packetized data transmitted from the antennas includes a packet header section (Kostreski, col. 11, lines 1-2). The packet header includes a thirteen bit program identification (PID) number identifying transport packets with a program or a source from which they originate (Kostreski, col. 11, lines 3-12).

Kostreski's television header contains code identifying a program or source from which the data packet originates. Kostreski's fails to teaches any type of code within a header identifying a locality of the associated data packet. A television header containing code to identify a program or source from which the data packet originates is NOT a digital radio signal transmitted over a common channel containing a header containing a local identifying code, as claimed by claims 18-22 and 24.

The Office Action states that the Examiner did not use the PID taught by Kostreski to combine with Schmidt to arrive at the claimed invention, but the Examiner "implements the method of packetizing and inputting identifying code into packet for sharing bandwidth and protecting information data stream in free space." The Examiner implemented Kostreski into Schmidt to "show that an information data stream can be packetized and in the packet header contains an identifying code, which is for many purposes such as local ID code, program or source codes. The Applicant respectfully disagrees.

The Examiner relies on Kostreski, that teaches placing source information in a header, to suggest Applicant's invention of placing local identifying code in a header. The Examiner's reasoning is misguided. Kostreski's system is unconcerned with, and therefore can not suggest placing local identifying code sent with a transmission. Kostreski's recipients are all intended to receive the same transmission. Placing local identifying code in Kostreski's header would serve no purpose to the system's functionality.

Kostreski fails to disclose, teach, or suggest a means for transmitting a digital radio signal over a common channel, the digital radio signal comprising a plurality of data packets each containing one of a plurality of content information streams and an associated one of a plurality of unique local

broadcast identifying codes included in respective header portions of the data packets. Further, Schmidt fails, as noted by the Examiner, to teach or suggest placing a local identifying code in a header of a data packet. Any suggestion of placing a digital radio local identifying code in a header of a data packet is at best improper hindsight. Recognizing a fact from the present application, without suggestion thereof by the prior art is an indication of hindsight consideration. Hindsight is not a proper criteria for resolving obviousness. In re Warner, 379 F. 2d 1011, 154 USPQ 173 (CCPA 1967).

It is respectfully submitted that not only does this rejection fail on its face, and thus is improper, but also in light of the above comments its clear that Schmidt in view of Kostreski does not render obvious any of claims 18-22 and 24. Thus, the rejection of claims 18-22 and 24 under 35 U.S.C. § 103(a) is improper and should be reversed.

- (D) Claims 25, 27 and 28 are not obvious under 35 U.S.C. §103(a) over Schmidt in view of Kostreski.

All rejected claims 25, 27 and 28 require a local broadcast identifying code storage element and a processor adapted to insert a local identifying code into a header of a data packet.

Schmidt appears to teach the use of a time division format, wherein the normal or baseline video is received continuously by all receivers, while only select data or information is decoded and stored by specific receivers (Schmidt, col. 2, lines 19-22). Based on a selection programmed into a receiving unit 100, Video Processing Equipment (VPE) 108 at the receiving end selects one of the addressable video segments 60 (Schmidt, col. 4, lines 19-27).

The Examiner correctly acknowledged that Schmidt fails to teach packetizing an information stream, wherein at least one of a plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by a transmitter. However, the Examiner relies on Kostreski to allegedly make up for the deficiencies in Schmidt to arrive at the claimed invention. The Applicant respectfully disagrees.

Kostreski appears to teach a cellular system for distributing a plurality of television programs in a desired service area (Abstract). A plurality of spaced transmitting antennas are disposed substantially on the peripheries of adjacent cells disposed in a service area (Kostreski, Abstract). Packetized data transmitted from the antennas includes a packet header section (Kostreski, col. 11, lines 1-2). The packet header includes a thirteen bit program identification (PID) number identifying transport packets with a program or a source from which they originate (Kostreski, col. 11, lines 3-12).

Kostreski's header contains code identifying a program or source from which the data packet originates. Kostreski's fails to teaches any type of code within a header identifying a locality of the associated data packet. A header containing code to identify a program or source from which the data packet originates is NOT a local broadcast identifying code storage element and a processor adapted to insert a local identifying code into a header of a data packet, as claimed by claims 25, 27 and 28.

The Office Action states that the Examiner did not use the PID taught by Kostreski to combine with Schmidt to arrive at the claimed invention, but the Examiner "implements the method of packetizing and inputting identifying code into packet for sharing bandwidth and protecting information data stream in free space." The Examiner implemented Kostreski into Schmidt to "show that an information data stream can be packetized and in the packet header contains an identifying code, which is for many purposes such as local ID code, program or source codes. The Applicant respectfully disagrees.

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Kostreski fails to disclose, teach, or suggest placing a local identifying code in a header of a data packet, as discussed above. Further, Schmidt fails, as noted by the Examiner, to teach or suggest placing a local identifying code in a header of a data packet. Any suggestion of a local broadcast identifying code storage element and a processor adapted to insert a local identifying code into a header of a data packet is at best improper hindsight. Recognizing a fact from the present application, without suggestion thereof by the prior art is an indication of hindsight consideration. Hindsight is not a proper criteria for resolving obviousness. In re Warner, 379 F. 2d 1011, 154 USPQ 173 (CCPA 1967).

It is respectfully submitted that not only does this rejection fail on its face, and thus is improper, but also in light of the above comments its clear that Schmidt in view of Kostreski does not render obvious any of claims 25, 27 and 28. Thus, the rejection of claims 25, 27 and 28 under 35 U.S.C. § 103(a) is improper and should be reversed.

- (E) Claims 29 and 31-33 are not obvious under 35 U.S.C. §103(a) over Schmidt in view of Kostreski.

All rejected claims 29 and 31-33 require monitoring a common channel for a local audio transmission associated with a geographic location of a receiver and searching detected data packets for a unique local broadcast identifying code contained therein corresponding to a transmission associated with the geographic location of the receiver.

Schmidt appears to teach the use of a time division format, wherein the normal or baseline video is received continuously by all receivers, while only select data or information is decoded and stored by specific receivers (Schmidt, col. 2, lines 19-22). Based on a selection programmed into a receiving unit 100, Video Processing Equipment (VPE) 108 at the receiving end selects one of the addressable video segments 60 (Schmidt, col. 4, lines 19-27).

The Examiner correctly acknowledged that Schmidt fails to teach packetizing an information stream, wherein at least one of a plurality of local broadcast identifying codes is contained in a header of each data packet

transmitted by a transmitter. However, the Examiner relies on Kostreski to allegedly make up for the deficiencies in Schmidt to arrive at the claimed invention. The Applicant respectfully disagrees.

Kostreski appears to teach a cellular system for distributing a plurality of television programs in a desired service area (Abstract). A plurality of spaced transmitting antennas are disposed substantially on the peripheries of adjacent cells disposed in a service area (Kostreski, Abstract). Packetized data transmitted from the antennas includes a packet header section (Kostreski, col. 11, lines 1-2). The packet header includes a thirteen bit program identification (PID) number identifying transport packets with a program or a source from which they originate (Kostreski, col. 11, lines 3-12).

Kostreski's header contains code identifying a program or source from which the data packet originates. Kostreski's fails to teaches any type of code within a header identifying a locality of the associated data packet, much less monitoring a common channel for a local audio transmission associated with a geographic location of a receiver and searching detected data packets for a unique local broadcast identifying code contained therein corresponding to a transmission associated with the geographic location of the receiver. A header containing code to identify a program or source from which the data packet originates is NOT monitoring a common channel for a local audio transmission associated with a geographic location of a receiver, searching detected data packets for a unique local broadcast identifying code contained therein corresponding to a transmission associated with the geographic location of the receiver and playing back a local audio content source information stream if a monitored local audio transmission is associated with a geographic location of a receiver, as claimed by claims 29 and 31-33.

The Office Action states that the Examiner did not use the PID taught by Kostreski to combine with Schmidt to arrive at the claimed invention, but the Examiner "implements the method of packetizing and inputting identifying code into packet for sharing bandwidth and protecting information data stream in free space." The Examiner implemented Kostreski into Schmidt to "show that an information data stream can be packetized and in the packet header contains an

identifying code, which is for many purposes such as local ID code, program or source codes. The Applicant respectfully disagrees.

The Examiner relies on Kostreski, that teaches placing source information in a header, to suggest Applicant's invention of placing local identifying code in a header. The Examiner's reasoning is misguided. Kostreski's system is unconcerned with, and therefore can not suggest placing local identifying code sent with a transmission. Kostreski's recipients are all intended to receive the same transmission. Placing local identifying code in Kostreski's header would serve no purpose to the system's functionality.

Kostreski fails to disclose, teach, or suggest placing a local identifying code in a header of a data packet, as discussed above. Further, Schmidt fails, as noted by the Examiner, to teach or suggest placing a local identifying code in a header of a data packet. Any suggestion of monitoring a common channel for a local audio transmission associated with a geographic location of a receiver and searching detected data packets for a unique local broadcast identifying code contained therein corresponding to a transmission associated with the geographic location of the receiver is at best improper hindsight. Recognizing a fact from the present application, without suggestion thereof by the prior art is an indication of hindsight consideration. Hindsight is not a proper criteria for resolving obviousness. In re Warner, 379 F. 2d 1011, 154 USPQ 173 (CCPA 1967).

Moreover, claims 29 and 31-33 require playing back a local audio content source information stream if a monitored local audio transmission is associated with a geographic location of a receiver.

As discussed above, the Examiner acknowledges that Schmidt fails to disclose a plurality of local broadcast identifying codes contained in a header of a data packet transmitted by a transmitter. Schmidt can not make a conditional decision to playback a local audio content source information stream if Schmidt does not disclose use of any types of code that allows such a decision to be based upon.

As discussed above, Kostreski's recipients are all intended to receive and play the same transmission. Kostreski fails to disclose, teach or

suggest any type of conditional playing of a transmission, much less playing back a local audio content source information stream if a monitored local audio transmission is associated with a geographic location of a receiver, as claimed by claims 29 and 31-33.

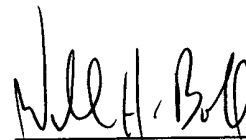
Neither Schmidt nor Kostreski, either alone or in combination, disclose, teach or suggest playing back a local audio content source information stream if a monitored local audio transmission is associated with a geographic location of a receiver, as claimed by claims 29 and 31-33.

It is respectfully submitted that not only does this rejection fail on its face, and thus is improper, but also in light of the above comments its clear that Schmidt in view of Kostreski does not render obvious any of claims 29 and 31-33. Thus, the rejection of claims 29 and 31-33 under 35 U.S.C. § 103(a) is improper and should be reversed.

CONCLUSION

For all the reasons set forth above, the rejections of claims 1, 3-15, 17-22, 24, 25, 27-29 and 31-33 are improper and should be reversed. The Applicant therefore respectfully requests that this Appeal be granted and that the rejections of the claims be reversed.

Respectfully submitted,



William H. Bollman
Reg. No. 36,457

Manelli Denison & Selter PLLC
2000 M Street, NW
Suite 700
Washington, DC 20036-3307
TEL. (202) 261-1020
FAX. (202) 887-0336

APPENDIX

CLAIMS INVOLVED IN THE APPEAL

1. A system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel, comprising:

a plurality of local content source information streams;

a plurality of local broadcast identifying codes each associated with a respective one of said plurality of local content source information streams;

a formatting module adapted to insert said plurality of local broadcast identifying codes into respective ones of said plurality of local content source information streams; and

a digital radio transmitter adapted to transmit data packets each containing at least one of said plurality of local broadcast identifying codes and at least a portion of one of said plurality of local content source information streams;

wherein at least one of said plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by said transmitter.

3. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said transmitter transmits said data packets in a time division multiplex scheme.

4. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said transmitter transmits said data packets in a time division multiplex scheme.

5. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a local geographic area within a general broadcast area serviced by said system.

6. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a postal code.

7. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a zip code.

8. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes are each based on a respective geographic area.

9. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a satellite broadcast system.

10. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a wired cable broadcast system.

11. A method for transmitting a plurality of local broadcast information streams within a common channel, comprising:

associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and

transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein at least one of said plurality of unique local broadcast identifying codes are included in respective header portions of said data packets.

12. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

said local content information streams are each a digital audio broadcast information stream.

13. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

each of said unique local broadcast identifying codes are associated with a local geographic area within a general broadcast area.

14. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 13, wherein:

said general broadcast area is nationwide.

15. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, further comprising:

formatting data packets for each of said plurality of local content information streams.

17. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

said common channel is a digital audio broadcast channel.

18. Apparatus for transmitting a plurality of local broadcast information streams within a common channel, comprising:

means for associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and

means for transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein said means for transmitting includes means for including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

19. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said local content information streams are each a digital audio broadcast information stream.

20. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said means for associating associates each of said unique local broadcast identifying codes with a local geographic area within a general broadcast area.

21. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 20, wherein:
said general broadcast area is nationwide.

22. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, further comprising:

means for formatting data packets for each of said plurality of local content information streams.

24. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:
said common channel is a digital audio broadcast channel.

25. An information stream combiner for a digital audio broadcast transmitter, comprising:

a local audio content source;

a module adapted to packetize said local audio content source;

a local broadcast identifying code storage element; and

a processor adapted to insert a local identifying code obtained from said local broadcast identifying code storage element into each data packet containing at least a portion of said local audio content source;

wherein said processor is further adapted to insert said local identifying code into a header portion of each data packet.

27. The information stream combiner for a digital audio broadcast transmitter according to claim 25, wherein:

said local identifying code is a zip code.

28. The information stream combiner for a digital audio broadcast transmitter according to claim 25, further comprising:

an audio encoder to compress a transmitted data rate with respect to said local audio content source.

29. A method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system, comprising:

monitoring said common channel for a local audio transmission associated with a geographic location of a receiver;

playing back said local audio content source information stream if a monitored local audio transmission is associated with said geographic location of said receiver;

storing a unique local broadcast identifying code associated with said geographic location of said receiver;

said monitoring including a search of detected data packets for said unique local broadcast identifying code contained therein corresponding to a transmission associated with said geographic location of said receiver.

31. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, wherein:

said unique local broadcast identifying code is a zip code.

32. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

preempting reception of a general broadcast during reception of transmissions relating to said geographic location of said receiver.

33. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

superimposing transmissions associated with said geographic location of said receiver with transmissions relating to a general broadcast.